



CHATS
Community & Home
Assistance to Seniors

April 28, 2011

To Whom It May Concern:

On behalf of CHATS, I am pleased to give reference to the significant contribution made by our volunteer, Alex Stojkovic.

For the past 31 years, CHATS has been a part of York Region. We have built our reputation on our caring volunteers and staff, the choice and flexibility we offer seniors/caregivers, our cost-effective volunteer-driven model, and our passion for seniors' independence and wellness. CHATS is a local charity, dedicated to supporting the optimal health of seniors in the diverse communities that we serve.

Alex first approached CHATS in 2009, offering his support and expertise in marketing and graphic layout. His quick understanding of our desired target market resulted in promotional materials that were innovative, sharp, and effective.

Alex single-handedly took over the marketing launch of our first signature fundraising event, creating two unique websites that reflected the similar bold, desired look that he had woven into other marketing materials. He not only played a tactical role in the development of the support material, but he played a strategic role in how we branded our organization to attract a newer generation of supporters, specific to these events.

Over the past two years, Alex has continued to volunteer hours and hours to help CHATS develop key marketing materials including a new Strategic Plan, Annual Report, a very successful holiday direct mail campaign to over 6,500 recipients, and a short video ad for 2010 Seniors Month which aired on all VIA buses in York Region during the month of June.

CHATS has been so very fortunate to have found Alex and been able to benefit from his skills and strategic thinking. His loyal, energetic, and focused work style would be an asset to any organization lucky enough to secure his help.

Sincerely,

Janet A. Zahorodny
Assistant
Fund Development



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